Benefits

Partnerships require a culture that reinforces community involvement. They recognize that a well-run community involvement initiative is a win/win program for schools, for businesses and for the community.

The Community Benefits

1. ☐Improved economic environment and ability to draw new businesses and provide for economic growth
2. ☐Lower dropout rates are associated with lower crime rates, less unemployment and fewer welfare recipients

Partners Benefit

1. ☐Enhanced community image
2. ☐Better prepared workforce
3. ☐Improved employee morale and training
4. ☐Aids in customer and employee recruitment

> Note: In a 2004 survey of the U.S. Chamber of Commerce, CEOs stated:
> Motivating Factors for Corporate Citizenship
> Companies agreed that good corporate citizenship is good business; 82% state that good corporate citizenship helps the bottom line, while 74% believe that the public has a right to expect companies to act as good citizens. Companies cited a range of internal and external motivating factors for adopting corporate citizenship. Internal motivators include:
> ☐☐ Traditions and values (75%)
> ☐☐ Reputation/image (59%)
> ☐☐ Business strategy (52%)
> ☐☐ Recruit/retain employees (38%)
>
> External pressures cited were:
> ☐☐ Customers and consumers (53%)
> ☐☐ Expected in community (30%)
> ☐☐ Laws and political pressures (24%)

Schools Benefit

1. ☐Provides teachers with ideas for innovative approaches to learning
2. ☐Provides added human and financial resources to schools
3. ☐Reinforces school message that education is important for life
4. ☐Improves employee morale knowing that the community values what they do

Students Benefit

1. ☐Partnerships support student achievement
2. ☐Relates school to "real life" by utilizing the business as a focus to delivering academics
3. ☐Delivers a unified message that the community cares about students' academic success
4. ☐Provides opportunities for greater career awareness
5. ☐Increases student self-esteem
6. ☐Enhances learning opportunities in non-traditional settings